

FIG. 1

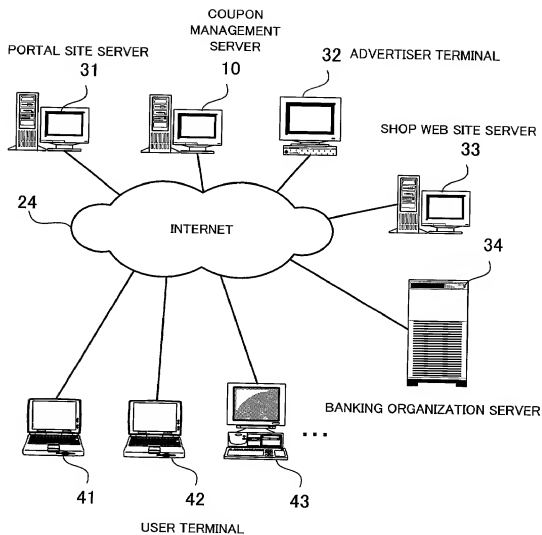


FIG. 2

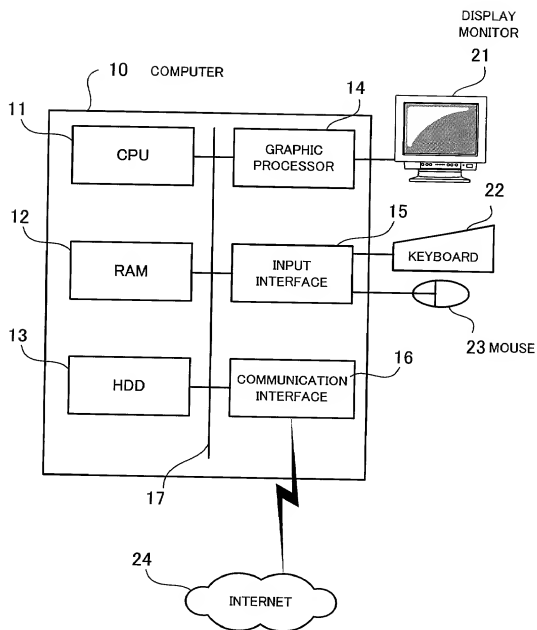


FIG. 3

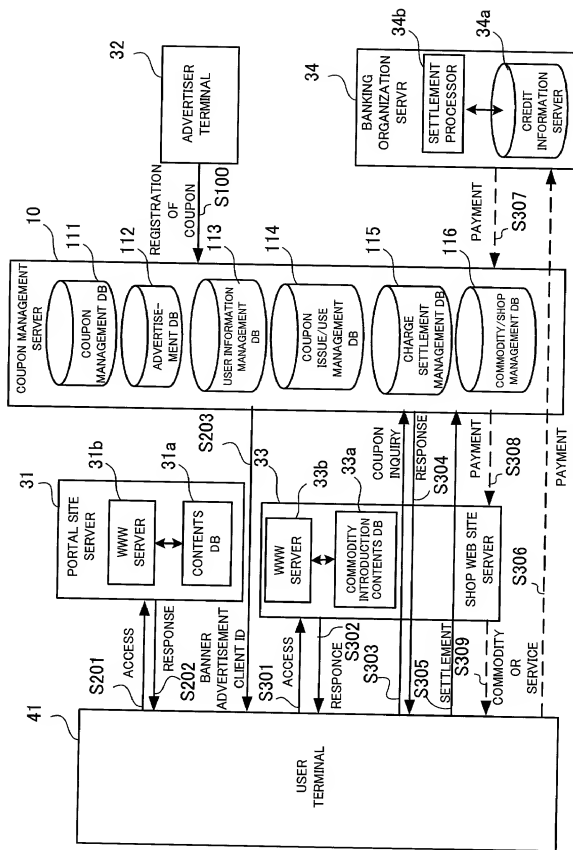


FIG. 4

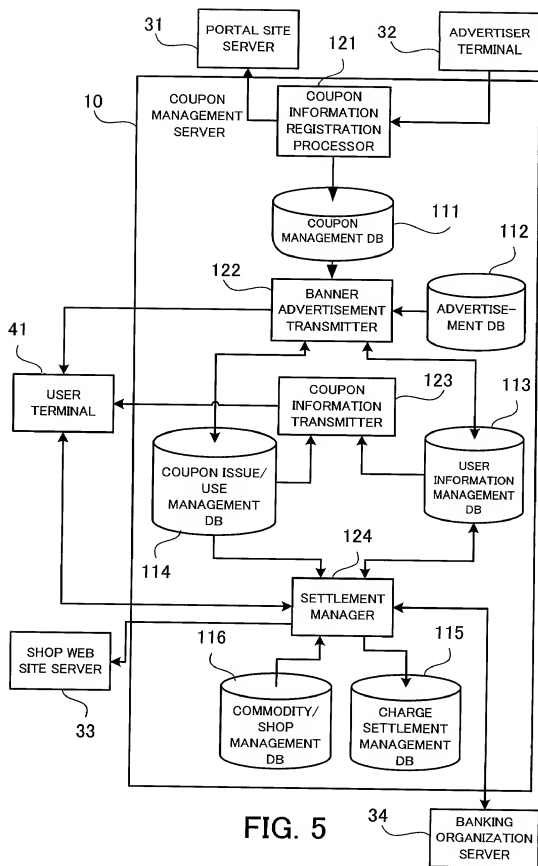


FIG. 5

111 COUPON  
MANAGEMENT DB

111a COUPON INFORMATION  
TABLE

COUPON ID	SHOP ID	COMMODITY CODE	COMMODITY NAME	DISCOUNT TYPE	DISCOUNT RATE	DISCOUNT AMOUNT	UPPER LIMIT NUMBER	EFFECTIVE PERIOD
301	401	1	SPORT CAR	AMOUNT		20000 YEN	10	~2001/03
302	402	1	SNACK	DISCOUNT RATE	10%		999999	~2001/12
303	403	1	CUP OF GLASS	CONDITION TYPE			999999	2001/04~ 2001/12
⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮

111b DISCOUNT CONDITION TABLE

COUPON ID	CONDITION	DISCOUNT TYPE	DISCOUNT RATE	DISCOUNT AMOUNT
303	AMOUNT OF MONEY TO PURCHASE COMMODITIES SHOULD BE 10000 YEN OR MORE	DISCOUNT RATE	10%	
303	CONSUMER SHOULD ALSO HAVE COUPON ID 301	DISCOUNT RATE	15%	
⋮	⋮	⋮	⋮	⋮

FIG. 6

# 112 ADVERTISEMENT DB

## 112a ADVERTISER TABLE

ADVERTISER ID	ADVERTISER NAME
201	A AUTOMOBILE
202	B BEER
203	C FLORIST
⋮	⋮

## 112b ADVERTISEMENT INFORMATION TABLE

ADVERTISEMENT TYPE ID	ADVERTISER ID	COUPON ID	ADVERTISEMENT URL
101	201	301	<a href="http://www.xxx.com/101.gif">http://www.xxx.com/101.gif</a>
102	202	302	<a href="http://www.xxx.com/102.gif">http://www.xxx.com/102.gif</a>
103	202	303	<a href="http://www.xxx.com/102.gif">http://www.xxx.com/102.gif</a>
104	203	303	<a href="http://www.xxx.com/104.gif">http://www.xxx.com/104.gif</a>
⋮	⋮	⋮	⋮

## 112c GRAPHIC DATA

NEW SPORTS CAR SALES STARTED  
A AUTOMOBILE



FIG. 7

113

USER INFORMATION  
MANAGEMENT DB

113a

USER INFORMATION  
MANAGEMENT TABLE

CUSTOMER ID	NAME	CONTACT PLACE	SETTLEMENT MEANS
501	TARO G-DA	...OX WARD, TOKYO	I CARD...
502	JIRO H-MURA	...△ CITY, KANAGAWA	J BANK...
503			
⋮	⋮	⋮	⋮

FIG. 8



114 COUPON ISSUE/USE MANAGEMENT  
DB

114a ISSUED COUPON MANAGEMENT  
TABLE

CUSTOMER ID	COUPON ID	ADVERTISE- MENT TYPE ID	DATE OF ISSUE	EXPIRY DATE	EFFECTIVE FLAG	DATE OF USE
501	301	101	DECEMBER 1	JANUARY 1	EFFECTIVE	
502	301	101	DECEMBER 5	JANUARY 5	EFFECTIVE	
502	303	103	DECEMBER 5	DECEMBER 12	USED	DECEMBER 10
:	:	:	:	:	:	:

FIG. 9

115 CHARGE SETTLEMENT  
MANAGEMENT DB

115a CHARGE SETTLEMENT  
MANAGEMENT TABLE

CUSTOMER ID	SHOP ID	COMMODITY CODE	CHARGED AMOUNT	CHARGED DATE	REMITTANCE FLAG	COMMODITY DELIVERY FLAG
502	403	1	850	DECEMBER 10	REMITTED	NON-DELIVERED
⋮	⋮	⋮	⋮	⋮	⋮	⋮

FIG.10

116 COMMODITY/SHOP  
MANAGEMENT DB

116a SHOP INFORMATION  
TABLE

SHOP ID	SHOP NAME	REMITTANCE DESTINATION
401	A AUTOMOBILE	D BANK, SAVING ACCOUNT 1234567
402	E CONFECTIONERY	:
403	F TABLEWARE	:
:	:	:

116b COMMODITY  
INFORMATION TABLE

SHOP ID	COMMODITY CODE	COMMODITY NAME	PRICE
401	1	SPORTS CAR	2 MILLION YEN
401	2	OFF-ROAD CAR	2.5 MILLION YEN
:	:	:	:
403	1	CUP OF GLASS	1000 YEN
:	:	:	:

FIG.11



FLOW: COUPON ISSUANCE

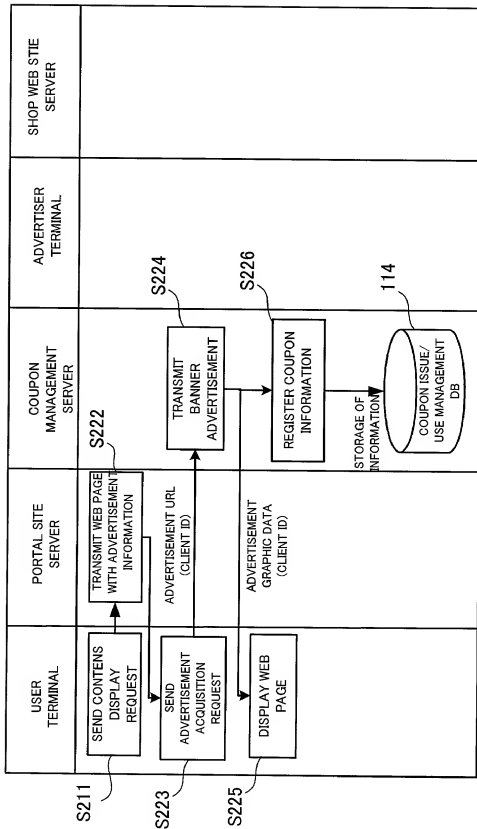


FIG.13

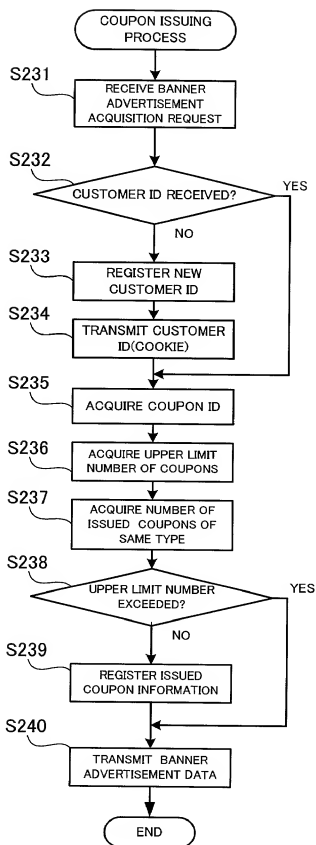


FIG.14

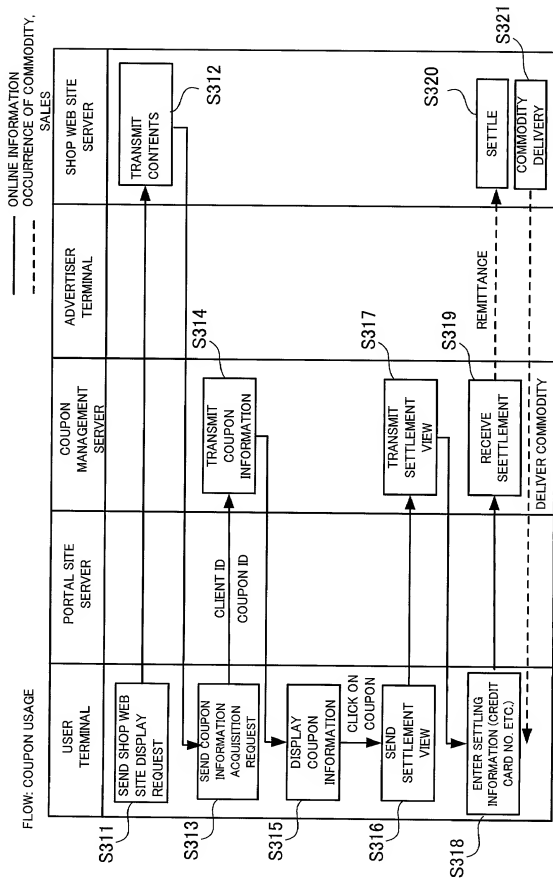


FIG. 15

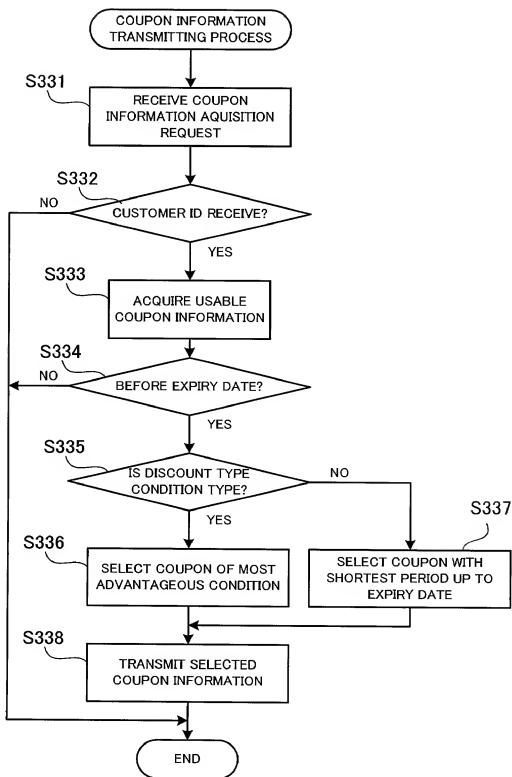


FIG.16



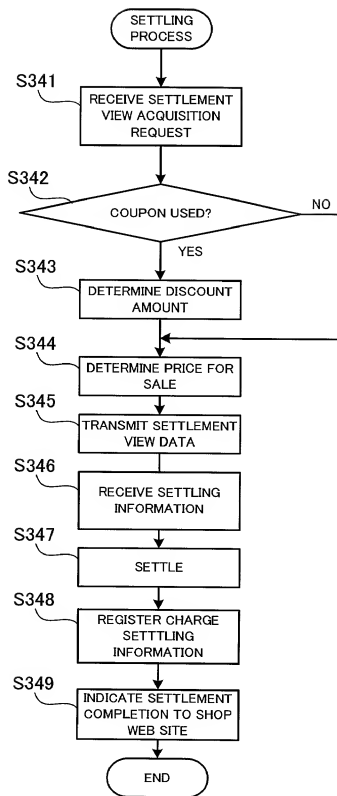


FIG.17

FLOW: REFERRING TO COUPON

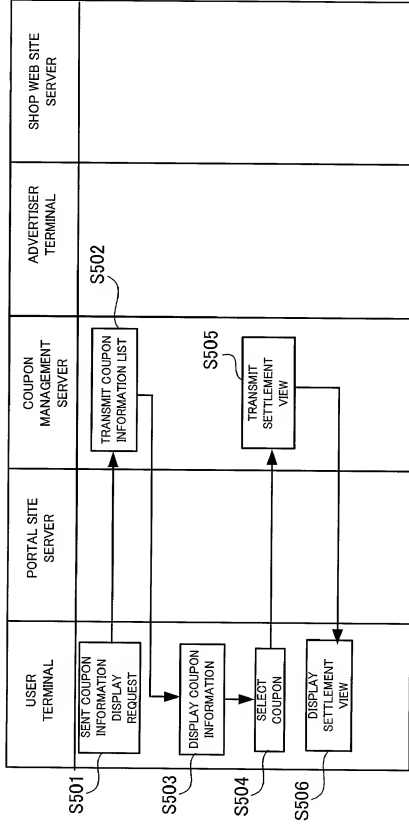


FIG.18

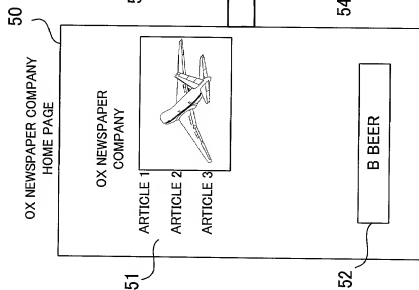


FIG.19(A)

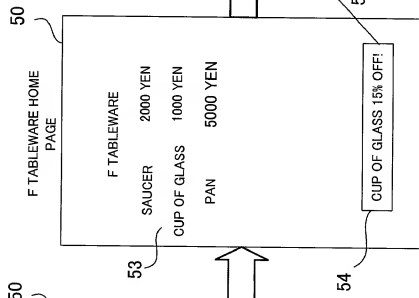


FIG.19(B)

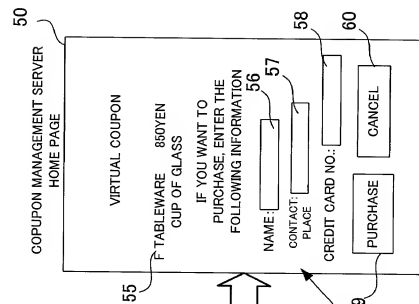


FIG.19(C)